Service Marketing Mix Strategies inHealth Insurance Sector: A Comparative Study of Selected Health Insurance Companies of India

A

Synopsis

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INTRODUCTION:

The term "Marketing Mix" is not a new term to coin. Bordenused the term consistently from the late 1940s. For instance, he is known to have used the term in his presidential address given to the American Marketing Association in 1953. The 4Ps in their modern form were first proposed in 1960 by E. Jerome McCarthy who presented them within a managerial approach. Phillip Kotler popularised and spread this approach of 4Ps model. McCarthy's 4Ps have been widely adopted by both marketing academicians and practitioners. In 1981, Booms and Bitner proposed a model of 7Ps comprising the original 4Ps with 3Ps of process, people and physical evidence as being more applicable for service marketing.[1]

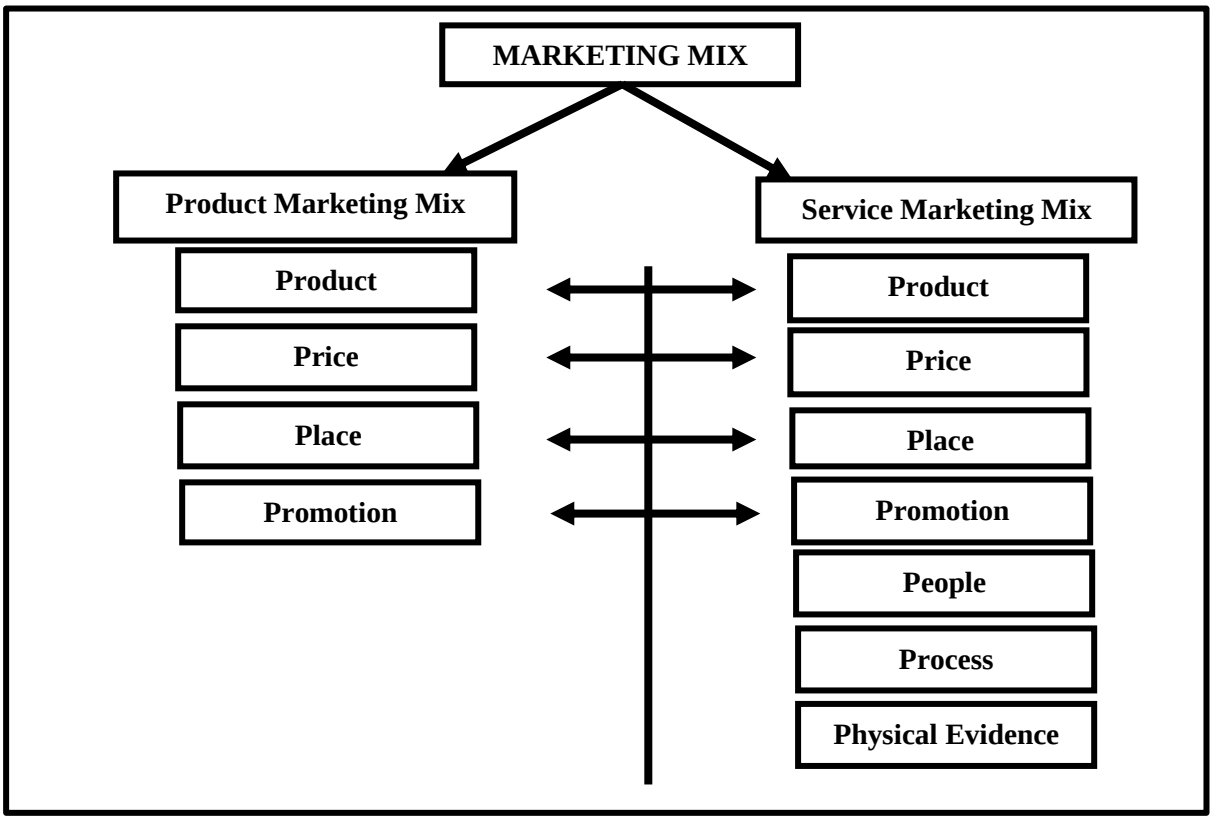

Figure 1: Elements of Service Marketing Mix (Source: Researcher's own construction)

SERVICE MARKETING MIX:

The extended model of marketing mix was named service marketing mix with three new elements which were directly associated with the services industry. Service marketing mix contains people, physical evidence and process along with traditional marketing mix elements - product, price, place

and promotion[2]. Intangibility, inseparability, variability and perishability are the distinctive characteristics which differentiate service from traditional marketing.

The strategies for the four Ps require some modification when applied to services. For instance, traditionally, promotion is thought of as involving decisions related to sales, advertising, sales promotion and publicity. In services, these factors are also important but because services are produced and consumed simultaneously, therefore the service delivery people (such as clerks, agents, brokers) play an important role and are involved in directsales promotion.

ELEMENTS OF SERVICE MARKETING MIX:

1. **Product:** Product means the totality of goods and services that the company offers to the target market. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need, is called a product.[3]Any service in the form of a productis intangible, perishable and heterogeneous in nature. Like physical products, services cannot be measured. For example in insurance industry,insurance policy is the product.[4]
2. **Price:**Price is what customers pay to get the product. It is the amount of money charged from consumers in exchange of availing the services. For instance, in insurance industry price of the policy is known as Premium. Premium is the crucial element which is decisive in marketing and it plays a vital role in marketing of services. Pricing of services is more challenging in comparison to pricing of physical products.
3. **Place:** Place includes distribution activities that make the product available to target consumers.In health insurance services,place means the location where the insurance services are rendered to customers. This is also to process the services to the end user in such a way that a gap between the services- promised and services- offered is bridged.
4. **Promotion**: Promotion includes all activities that communicate about the product and persuade target customers to buy it. These may entail advertising, personal selling, and sales promotions.In a country like India, the insurance services heavily depend on effective promotional measures because of low awareness regarding health insurance.
5. **People:**People are considered to be an important factor in services.Customer centricity has been affirmed to be a key element to achieve better services and good customer relationship. Customers

assess the quality of services through employees,hence managing people, who are involved in service encounter, is deemed to be imperative to get success in services sector.

6. **Process:** Service process is the way in which a service is delivered to the customer. It is also a critical component in the service blueprint where the company defines exactly what should be the way in which service is rendered to the customer. In insurance sector, the process should be customer friendly.
7. **Physical Evidence**: It includes the physical environment which customers can actually see or experience when they use a service. For example- infrastructure, interiors, furnishings and promotional material have been affirmed to exert a profound influence on customer satisfaction. It also contributes to the perceived quality of the service.

HEALTH INSURANCE SECTOR IN INDIA:

In India, the health insurance policies were first introduced in the form of central government health insurance scheme for government employees and state insurance scheme for the private sector employees. In 1986, the health insurance product "Mediclaim" was launched for all citizens of the country.

The government of India thereafter consolidated 107 insurers under 4 companies, namely the Oriental Insurance Company Ltd, the New India Assurance Company Ltd., the United India Insurance Company Ltd, and the National Insurance Company Ltd.In the year 2000, government of India allowed the entry of private companies in insurance sector and thereafter by the end of march 2019 there were 70 insurers operating in India; of which 24 were life insurers, 27 general insurers, 7 standalone health insurers and 12 re-insurers including foreign reinsurers'branches.[5]However, to make it more effective insurance regulatory and development authority of India (IRDAI) allowed establishing standalone health insurance companies to market the health insurance products exclusively in addition to the non-life insurance companies.

Health insurance in India is a growing segment of India's economy. India has a population of 1.37 billion[6] out of which less than 20% of Indian population is protected by health insurance policies[7] which means that the rest of the population has to spend from their own pockets in case of medical emergencies. This leaves a huge untapped market for the insurance companies to deal with.

The health insurance segment has reported a growth of more than 20% in premium collection. In 2018-19, general and health insurance companies collected ₹44,873 Cr. as premium compared with ₹37,029 Cr. in 2017-18, registering a growth of 21.2%, according to the latest annual report of insurance regulatory and development authority of India (IRDAI). Seven standalone health insurers in the private sector reported a 24% jump in their total premium income at Rs 12,602.31 Cr. in the period as against Rs 9,633.21 Cr. during the year-ago period.[8] There is an additional improvement in net incurred claims ratio (ICR) during FY 2017-18.[9]The foreign direct investment (FDI) limit in insurance is 49% and it may expect to rise 74% in the upcoming years as per the report of Economic times.[10]

PROFILE OF STANDALONE HEALTH INSURANCE COMPANIES IN INDIA:

Insurance Laws (Amendment) Act 2015 recognized health insurance as a separate (Standalone) class of business. This encouraged new players to enter this field as standalone health insurers.[11]

These standalone health insurance companies are also referred as 'healthcare specialists'. There are some distinct advantages associated with this category of insurers. Since they focus exclusively on one product, there is greater scope for variations and coverage with regard to critical illnesses and illnesses requiring lifelong healthcare.[12]

These companies areshortlisted on the basis of four-firm concentration ratio along with other parameters such as number of policies issued by companies, net income premium, claims incurred and capital of companies. Four-firm concentration ratio is primarily based on market share of companies. This ratio is calculated by taking market share of four firms and by dividing that with the market share of whole industry.

$$\text{Four- firm concentration ratio} = \frac{S1+S2+S3+S4}{Total\ market\ share}$$

$$= \frac{2.76+1.14+0.72+0.5}{5.52}$$

$$= 84.60\%$$

In the above equation, four-firm concentration ratio has been backed by Pareto Principle. Coincidentally 80/20 rule is also applicable so researcher is now quite confident that this selection is justified scientifically as it is matching with four-firm concentration ratio as well as Pareto Principle.

Hence, on the basis of four-firm concentration ratio and Pareto Principle the researcher has shortlisted top four companies which comprises of-

1. **Star Health and Allied Insurance Company Ltd:**

   Star Health and Allied Insurance Co. Ltd. was incorporated in 2005 and it commenced its operations in 2006 with the business interests in health insurance, travel insurance and personal accident insurance. It is known to be India's first standalone health insurance company.The company's head office is based in Chennai. Star Health has underwritten a gross premium of Rs.5401 Cr. during the FY 2018-19 and has a capital of 455.58 Cr.as on 31st March 2019. Currently, Star Health has 283829 agents and 500+ branch offices all over India.It offers 10 types of health insurance policies and it covered 1 Cr.+ number of person during 2018-19.[8]The incurred claims ratio of Star Health and Allied Insurance Co. Ltd. was 63% during 2018-19 as compared to 62% in 2017-18.[13]

2. **HDFC ERGO Health Insurance Limited**

   HDFC ERGO Health Insurance Limited (formerly, Apollo Munich Health Insurance) is a Joint Venture of HDFC Ltd and ERGO International.HDFC ERGO is a 51:49 joint venture firm between HDFC (Housing Development Finance Corporation) and ERGO International AG, one of the insurance entities of the Munich Re Group in Germany. It was incorporated in 2002 and commenced its operations as standalone health insurance company in January 2020 after acquiring 51.25% shares in Apollo Munich health insurance.It's head office is based inMumbai. HDFC ERGO health insurance has underwritten a gross written premium of Rs.2194.44 Cr. during the FY 2018-19 and has a capital of 358.41Cr. as on 31st March 2019. Currently HDFC ERGO has 72747 agents and 180+ branch offices all over India.It offers 13 types of health insurance policies and it covered 50 lakh+ number of person during 2018-19.The incurred claims ratio of HDFC ERGO health insurance Ltd.was 63% during 2018-19 as compared to 62% in 2017-18.[14]

3. **Religare Health Insurance Company Limited**:

   Religare Health Insurance Company Limited is an Indian health insurance firm established in June 2012 by Religare Enterprise Limited, Union Bank of India and Corporation Bank. It was

incorporated in 2012 and also commenced its operation as standalone health insurance company.Its head office is based inGurgoan, Haryana. Religare health insurance has underwritten a gross written premium of Rs.1825.57 Cr. during the FY 2018-19 and has a capital of 688.55 Cr. as on 31st March 2019. Currently Religare has 85544 agents and 110+ branch offices all over India. It offers 6 types of health insurance policies and it covered 1 Cr.+ number of person during 2018-19.The incurred claims ratio of Religarehealth insurance Companywas 55% during 2018-19 compared to 52% in 2017-18.[15]

4. MAXBupa Health Insurance Company Limited:

Max Bupa is a recently launched standalone Health Insurance company in India.Max Bupa Health Insurance Company Limited is an Indian health insurance company, founded in 2008 and started its operation in 2010 with head office in New Delhi, India. Max Bupa health insurance has underwritten a gross written premium of Rs. 947.02 Cr. during the FY 2018-19 and has a capital of 981.00 Cr. as on 31st March 2019. Currently Max Bupa has 31540 agents and 40+ branch offices all over India. It offers 7 types of health insurance policies and it covered 54 lakh+ number of persons during 2018-19. The incurred claims ratio of Max Bupa health insurancewas 54% during 2018-19 as compared to 50% in 2017-18.[16]

REVIEW OF LITERATURE:

The researcher reviewed many published papers, articles, journals, and websiteson the basis of important aspects of health insurance sector and thereafter broadly classified required literature in the category of national and international reviews. The relevant shortlisted ones are as follows:

National Status

- Arun Vijay and V. Krishnaveni (2018) in their study " A Study on Policyholders' Satisfaction of Health Insurance with Special Reference to Ernakulam District, Kerala" stated that customer satisfaction plays a pivotal role in insurance business especially in health insurance business segment. It is not only indicative of customer loyalty but also helpful in identifying the needs of the customer. Researchers also mentioned that it is important to retain the existing customer rather than attracting a new customer in the health insurance business segment since the marketing cost and efforts required in retaining the existing customers is less. The study identified that

sincehealth insurance policies are based on annual renewal basis, customer satisfaction has a lead role to play in determining the renewal of policies with the existing insurance company.[17]

- S. Chandra Mohan (2017) in his study "Marketing Strategies of Insurance Companies with Special Reference to Health Insurance in Andhra Pradesh" discussed that among the three categories, life insurance, nonlife insurance and health insurance, the third one has become more prominent than the first two due to the changing global environmental and cultural differences. But in India, getting health insurance is still on initial stage. To overcome these hurdle the regulatory body IRDAI has introduced several new kinds of practices with the motive of boosting health insurance industry aiming better service and reach.[18]
- Julie George and Dr.Manita D. Shah (2017) in their study "The Marketing Mix for Low Cost Healthcare" analyzed the challenges faced by the entrepreneurs in healthcare industry and also identified the simple measures and steps of marketing through the familiar P's of the marketing mix. In healthcare, the product is tied with service and the need is to work on all the 7P's.In this paper, the 7Ps of marketing mix strategies for healthcare offerings were studied.[19]
- Raj Kumar Singh (2017) conducted a research on "A Study on Marketing Strategies of Health Insurance Companies in Nagpur Region". The main objective of the study was to understand the present marketing strategies adopted by private and public sector health insurance companies in Nagpur region and also to identify the factors for low level of customer awareness about health insurance products and their benefits. He also found problems faced by the health insurance companies like retention of customers, product differentiation and pricing.[20]
- Nitin R V., Narendranath V. and Devakumar G.(2016) conducted a study namely "An Empirical Study on Marketing Mix Strategies on Healthcare Services in a Tertiary Care Hospital" and explored the effective ways in formulating marketing mix strategies in the field of healthcare industry. Hence, this research paper addressed 7P's of marketing mix and their various attributes.[21]
- Dr. U. Arumugam and A. Iyappan (2016) conducted a study on "Promotional Mix of Insurance Products – A Value Addition to Sale of Insurance Products". This paper tried to study the benefits of promotional activities as a tool for selling the insurance products to the final customer. This

paper also analyzed that the purpose of promotion was to reach the targeted consumers and persuade them to buy.[22]

- Maulik K Rathod (2016) worked on "A Study on Extended Marketing Mix" and emphasized the effects of service marketing mix elements on Indian customers for making the appropriate marketing mix strategy which reveals that in service marketing, some elements of marketing mix such as physical evidence, process, place and people have a positive and significant effect on customer rather than product, price orpromotion. Through this paper researchers also explained that it would be helpful for the marketers for formulating and implementing marketing strategies to retain existing customers and attract new ones as well.[23]
- TanujMathur, Gurudas Das &UjjwalKanti Paul (2016) in their work "Convenience, Satisfaction, and Post-Purchase Behavior in India's Health Insurance Market" examined the mediating role of consumers' satisfaction as well as the moderating role of organizational and consumer personal factors. Researchers found that the service convenience affects consumer satisfaction which in turn plays both a direct and mediating role in influencing consumers' repurchase intention.[24]
- K. Ilangovan (2015) conducted a research on "A Study on the Marketing Strategies of Health Insurance Service Providers" and analyzed the impact of service marketing mix on insurers, non insurers and sales executives. This study intended to analyze the influence of service marketing mix (7Ps) on customer's purchase decision with respect to health insurance policies and its impact on customer satisfaction. The perception of customers and sales executives of health insurance companies were taken into account along with the understanding and the awareness level among people about health insurance.[2]
- Dr. Dhiraj Sharma and Mrs. JyotsnaPahuja (2015) drafted a research paper entitled "Customer's Choice of Health Insurance: A Comparative Study of Public and Private Sector Insurers" which focused on the factors that determine the demand of health insurance product. They also found the main reasons for purchasing insurance that influence customers to buy a specific health insurance product. Through this paper it was found that the brand image, agents' persuasion and friends/family recommendation play influential role in prompting the customer to buy health insurance from a particular company even if the price of the product is high.[25]

- Syed Zafar Abbas Naqvi (2014) in his study "A Study of Customer Satisfaction in Health Insurance Companies in India (with Special Reference to Eastern U.P)" stated that Health Insurance sector is emerging fast as an important mechanism to finance health care needs of the people. He analyzed the relevance of customer satisfaction towards health insurance services provider in his research and found different measures that help in customer satisfaction.[26]
- Dr. Anand Thakur and Sushil Kumar (2013) conducted a research on "Health Insurance Penetration in India: Implications for Marketers" and critically evaluated the marketing strategies of leading players in Indian health insurance sector. They also suggested various marketing strategies with special focus on marketing mix at the end.This paper mainly focuses on various marketing dimension that are used for selling health insurance policies and offers useful marketing stimuli to enhance the penetration of untapped Indian health insurance market.[27]
- AruneshGarg(2013) in his work "Satisfaction and Problems of Health Insurance Policyholders in India" mentioned that health insurance sector holds a lot of business potential in India.Through this paper he investigated the satisfaction and problems of the health insurance policyholders of various public sector and private sector general insurance companies. The study also gave suggestions to improve overall experience of the health insurance policyholders.[28]
- Altaf Ahmad Dar, Raies A Mir, Munaaf Mohammad and Dr. Shabir A Bhat(2012) in their paper "A Comparative Study of Promotional Strategies adopted by Public and Private Sector Insurance Companies in India"mentioned the key promotional tools for insurance services on the basis of customers' responses. This study revealed the various promotional tools that can be useful for both public and private companiesto promote insurance services. Researchers took customer opinion in this paper for finding suitable promotional tools.[29]
- Swati DattatrayKedare (2012) in her work "Health Insurance: Identifying Awareness Preferences and Buying Pattern in Mumbai" focused on analyzing the consumer behavior towards different types of health insurance policies as well as consumer's awareness, preference and consumption patterns. The main aim of research work was to analyze buying behavior of the people.Researcher also pointed different variables which were responsible for buying health insurance policy by the people of Mumbai.[30]

- Ramesh Bhat and Nishant Jain (2006) in their study "Factoring Affecting the Demand for Health Insurance in a Micro Insurance Scheme" explored different factors determining the demand for private health insurance in a micro insurance scheme setting and also found out that at the community level despite low premiums, the penetration of health insurance is small. The researchers used two-stage model to examine this. First, they determined the factors which affect the insurance purchase decisions and at second level they focused on studying factors which affect the amount of insurance purchase.[31]
- Mohammed Rafiq and Pervaiz K. Ahmed (1995) in their study "Using the 7Ps as a Generic Marketing Mix: An Exploratory Survey of UK and European Marketing Academics" attempted to assess the degree of dissatisfaction with the 4Ps concept and the acceptance of the 7Ps framework as a generic framework. They discussed the relevance of the elaborative concept of marketing mix and the elements that constitute the mix.[32]
- P. Saravana Kumar in his study "Health Insurance Policy Holders Perception towards Public Sector Health Insurers in Erode District of Tamil Nadu" analyzed that marketing is undisputedly the most important function of all business organizations worldwide and it has become a significant function of services and non-profit organizations as well. He mainly focused on the importance of health insurance in his paper. He explained that the growth of health insurance sector lies mainly in better customer orientation in terms of providing services to customers and standardization of procedures across the industry.[33]
- **International Status:**
- Ernest ReynandNaibaho, AmrinFauzi and IsfentiSadalia (2020) in their study "The Effect of Marketing Mix on Satisfaction of Customer Insurance Products Unit Link (Empirical Study in PT AIA Financial Branch Phoenix Medan)" analyzed that the marketing mix of services consisting of product, price, location, promotion, people, process and physical evidence simultaneously had a significant effect on customer satisfaction.[34]
- Nikola Curcic, Ivan Piljan and ZoranSimonovic (2019) in their study "Marketing Concept in Insurance Companies" analyzed the process of selling insurance services.This process was viewed

from the marketing and distribution angle in classic insurance sales through traditional sales channels. The insurance service can be distributed by different sales channels. It is important that sales channels ensure the availability of the insurance service at the right time, at the right place and in the appropriate quantities.[35]

- Cut Zaraswati, UjangSumarwan and HariWijayanto (2017) in their study "Marketing Strategy of Commercial Health Insurance Company" formulated different marketing strategies for health insurance products. Researchers found out that the appropriate strategy for the health insurance company in the commercial sector can bedifferent from each other as their main focus is on customer service quality improvement, product innovation and technology and infrastructure development which may vary from company to company.[36]
- TeukuRezkiAmriza and Susanto (2017) worked on "The Influence of Marketing Mix on Interest of National Health Insurance Patient Re-Visitin Polyclinic at Hospital X (Yogyakarta, Indonesia)" and emphasized that marketing mix is a set of tools that a hospital can use to shape the characteristics of services offered to customers (patients). The purpose of this study was to determine the effect of marketing mix on the interest of national health insurance patients in Polyclinic at Hospital X.[37]
- BesnikZekaj (2016) in his study "Marketing in Insurance Industry, Marketing Functions in Insurance Industry" stated that marketing and selling play a key role in insurance market to meet supply and demand because insurance products are intangible but and they exist only in the form of pledges. This paper emphasized on the role of marketing in the development and advancement of insurance companies.[38]
- Elmira Manafzadeh and Ali Ramezani (2016) in their study "Identifying and Prioritizing the Effect of Marketing Mix from the Customer's Perspective on the Competitiveness of Insurance Companies using DEMATEL Technique: A Case Study of Tehran Insurance Companies" explained the impact of customer-centric marketing mix on the competitiveness of the company. They also found that the highest impactful factors of marketing mix on the competitiveness of the insurance company were the customer costs, customer-friendly value, and personal relations.[39]
- Shafiu Mohammed, Mohammad N Sambo and HengjinDong(2011) in their research

"Understanding Client Satisfaction with a Health Insurance Scheme in Nigeria: Factors and Enrollees Experiences" found that the client satisfaction during the implementation of health insurance schemes has often been neglected. Through this paper they determined thatcustomer satisfaction under a health insurance scheme is very important and also identified different factors which influence the customer satisfaction.[40]

- Young Sally Kim(2011) worked on "Application of the Cognitive Dissonance Theory to the Service Industry" and examined the relationship between cognitive dissonance and relationship variables (trust and value) and proposed a model to understand how consumers process information facing a negative word-of mouth message that is incongruent with their existing belief and behavior. Researcher also stated that theory of cognitive dissonance to the service industry can be used in influencing important marketing-related variables such as perceived value and trust.[41]
- Md. MasudurRahman and Dr. MubinaKhondkar (2000) drafted a research paper entitled "Marketing Orientation in the Insurance Companies of Bangladesh" and emphasized the extent of orientation of the insurance companies. They also attempted to describe different marketing activities and pointed out the special issue of insurance as a service and also explained their different marketing practices. This paper argued that all insurance companies should become marketing oriented.[42]
- Arthur Meidan (1982) conducted a research on "Marketing Strategies, Organization and Performance Control in Insurance" and presented eight different marketing strategies for insurers. The study suggested several alternative control systems that might enable insurers to evaluate the performance of their selected marketing strategy.[43]
- The summary of the existing literature review conveys that health insurance sector is emerging fast as an important mechanism to finance health care needs of the people and among all types of insurance that is life insurance, general insurance and health insurance, how health insurance plays very prominent role due to the changing global environment. It is also pointed out in few papers that for health insurance not only new but existing customers are also important because of annual renewal basis of health insurance policies. Few researchers also write about different

marketing strategies that companies uses for customers persuasion and retention. In this study many literature review are about 7Ps of service marketing mix that is product, price, place, promotion, people, process, physical evidence and how that persuade customers in buying health insurance policies which further leads to customer satisfaction and dissatisfaction.

RESEARCH GAP:

Health insurance penetration in India is still very low as compared to the developed countries.The researcher has gone through many studies and found adequate gap as there are only a few specific studies which have been done related to this topic**.** Also, there has been a very limited research in the area of marketing that has covered the chosen aspects of service marketing mix in health insurance companies.There is negligible amount of research onleading standalone health insurance companies,thus the study intends to analyse the servicemarketing mix strategies ofleading standalone health insurance companies of India.

NEED OF THE STUDY:

Living in this fast paced world is becoming increasingly stressful, leadingto various health challenges. Millions of Indians lose their lives due to heart disease, diabetes,respiratory disease, birth complications and many more. In India, many ailments are treatable but what pinches the average Indian's pocket is the cost of hospitalization and treatment. An excellent way to deal with such situations is to avail health insurance policy.

Even today, most Indians are unaware or not fully aware of health insurance products and their benefits. The most important reasons for low health insurance penetration in India could be narrowmindset and financial challenges. In India, only 14.1% people in rural areas and 19.1% people in urban areas had any form of health coverage as per the report of the National Survey Office (NSO) of the Ministry of Statistics and Programme Implementation.[44]This clearly shows that India is still an untapped market for health insurance policies.

People in India are not educated enough about what health insurance plan is, how it works and why should they get one for themselves. They spoil their lifetime savings or sell their precious assets to pay the heavy medical bills in times of sickness, accident and prolonged illness. Many people compromise

with inferior medical facilities due to lack of resources.Major diseases can easily cost a huge amount to middle class families.

Health insurance has definitely taken the front seat in comparison to all other insurance during the crisis of pandemic COVID-19. As it is very clear that all health insurance companies have been directly affected by COVID-19 and that's why so many companies are introducing their policies with related to COVID situation. In fact one of the top leading company star health and allied insurance which researcher has taken in this study as well, selling specific policy only for COVID-19 coverage with sum assured of upto five lakh rupees. After COVID-19 situation, consumer has become more aware not only about health insurance but also about coronavirus pandemic. Never in the history of insurance, a policy for particular disease was launched but now such scene has changed. For COVID-19, specific policies are introduced because consumer attention has been diverting towards it and they are now consciously thinking about health and health insurance. Considering the current COVID-19 pandemic, research in health insurance sector has become even more important.This research will not only contribute in academics but will be extremely useful to uplift the nation's health and prosperity.

CONCEPTUAL FRAMEWORK:

On the basis of literature review the following conceptual framework of proposed research has been prepared by the researcher:

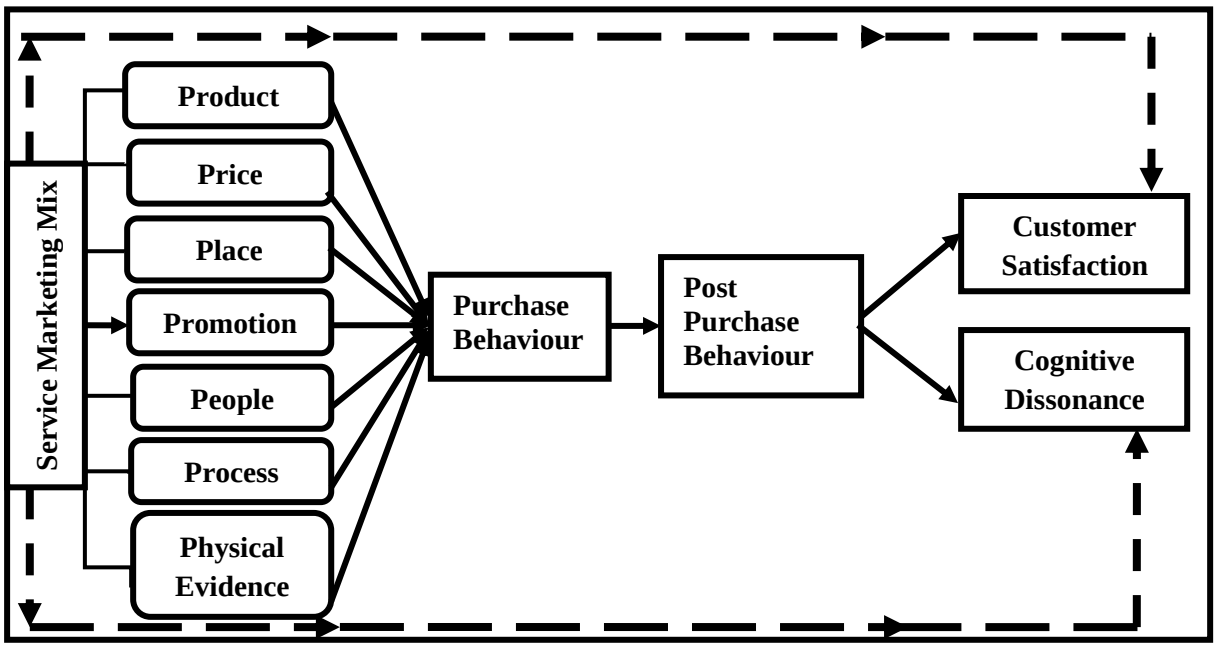

Figure 2: Conceptual Framework

In this study, researcher will see which variables of service marketing mix are causing customer satisfaction and which variables of service marketing mix are causing cognitive dissonance as both are the parameters on the basis of which researcher will check post purchase behaviour. Researcher will only look for those respondents who have already avail the service of health insurance from the given respective companies and ask their opinion regarding that company.

OBJECTIVES OF THE STUDY:

The proposed study intends to have the following objectives:

1. To study service marketing mix strategies of selected health insurance companies.
2. To analyze the impact of service marketing mix strategies on purchase behaviour of customers.
3. To evaluate the effect of service marketing mix strategies on post purchase behaviour of customers.
4. To suggest an appropriate service marketing mix action plan for selected health insurance companies.

HYPOTHESES:

The researcher would like to test the validity of the following hypotheses with reference to above stated objectives.

H_{01}: There is no significant difference between service marketing mixstrategies of selected companies.

H_{A1}: There is a significant difference between service marketing mix strategies of selected companies.

The above hypothesis (H_{01})has been further classified into the following sub hypotheses:

$H_{01.1}$: There is no significant difference between product of selected health insurance companies.

$H_{A1.1}$: There is a significant difference between product of selected health insurance companies.

$H_{01.2}$: There is no significant difference between price of selected health insurance companies.

$H_{A1.2}$: There is a significant difference between price of selected health insurance companies.

$H_{01.3}$: There is no significant difference between place of selected health insurance companies.

$H_{A1.3}$: There is a significant difference between place of selected health insurance companies.

$H_{01.4}$: There is no significant difference between promotion of selected health insurance companies.

$H_{A1.4}$: There is a significant difference between promotion of selected health insurance companies.

$H_{01.5}$: There is no significant difference between people of selected health insurance companies.

$H_{A1.5}$: There is a significant difference between people of selected health insurance companies.

$H_{01.6}$: There is no significant difference between process of selected health insurance companies.

$H_{A1.6}$: There is a significant difference between process of selected health insurance companies.

$H_{01.7}$: There is no significant difference between physical evidence of selected health insurance companies.

$H_{A1.7}$: There is a significant difference between physical evidence of selected health insurance companies.

H_{02}: There is no significant impact of service marketing mix strategies on purchase behaviour of customers.

H_{A2}: There is a significant impact of purchase intention of customer on purchase behaviour of customers.

The above hypothesis (H_{02}) has been further classified into the following sub hypotheses:

$H_{02.1}$: There is no significant impact of product on purchase behaviour of customers.

$H_{A2.1}$: There is a significant impact of product on purchase behaviour of customers.

$H_{02.2}$: There is no significant impact of price on purchase behaviour of customers.

$H_{A2.2}$: There is a significant impact of price on purchase behaviour of customers.

$H_{02.3}$: There is no significant impact of place on purchase behaviour of customers.

$H_{A2.3}$: There is a significant impact of place on purchase behaviour of customers.

$H_{02.4}$: There is no significant impact of promotion on purchase behaviour of customers.

$H_{A2.4}$: There is a significant impact of promotion on purchase behaviour of customers.

$H_{02.5}$: There is no significant impact of people on purchase behaviour of customers.

$H_{A2.5}$: There is a significant impact of people on purchase behaviour of customers.

$H_{02.6}$: There is no significant impact of process on purchase behaviour of customers.

$H_{A2.6}$: There is a significant impact of process on purchase behaviour of customers.

$H_{02.7}$: There is no significant impact of physical evidence on purchase behaviour of customers.

$H_{A2.7}$: There is a significant impact of physical evidence on purchase behaviour of customers.

H_{03}: There is no significant effect of service marketing mix strategies of selected companies on post purchase behaviour of customers.

H_{A3}: There is a significant effect of service marketing mix strategies of selected companies on post purchase behaviour of customers.

The above hypothesis (H_{03}) has been further classified into the following sub hypotheses:

$H_{03.1}$: There is no significant effect of product on post purchase behaviour of customers.

$H_{A3.1}$: There is a significant effect of product on post purchase behaviour of customers.

$H_{03.2}$: There is no significant effect of price on post purchase behaviour of customers.

$H_{A3.2}$: There is a significant effect of price on post purchase behaviour of customers.

$H_{03.3}$: There is no significant effect of place on post purchase behaviour of customers.

$H_{A3.3}$: There is a significant effect of place on post purchase behaviour of customers.

$H_{03.4}$: There is no significant effect of promotion on post purchase behaviour of customers.

$H_{A3.4}$: There is a significant effect of promotion on post purchase behaviour of customers.

$H_{03.5}$: There is no significant effect of people on post purchase behaviour of customers.

$H_{A3.5}$: There is a significant effect of people on post purchase behaviour of customers.

$H_{03.6}$: There is no significant effect of process on post purchase behaviour of customers.

$H_{A3.6}$: There is a significant effect of process on post purchase behaviour of customers.

$H_{03.7}$: There is no significant effect of physical evidence on post purchase behaviour of customers.

$H_{A3.7}$: There is a significant effect of physical evidence on post purchase behaviour of customers.

RESEARCH METHODOLOGY:

This research aims at studying the service marketing mix strategies of selected companies and to know the customers opinion regarding service marketing mix practices.As the study requires in-depth knowledge and analysis of data the research would be descriptive and analytical in nature.

SCOPE OF THE STUDY:

The study will be covering four districts of Agra division which consists of Agra, Firozabad, Mathura and Mainpuri and all of them are headed by the Divisional Commissioner of Agra.

SAMPLE SIZE:

The following sample size formula for infinite population will be used to arrive at a representative number of respondents (Bill Godden, 2004):

$$SS = \frac{Z^2 \times p(1-p)}{M^2}$$

SS= $\{1.96^2 \times 0.5(1-0.5)\} \div 0.05^2$

SS= $\{1.962 \times 0.5(1-0.5)\} \div 0.0025$

SS= $(3.8416 \times 0.25) \div 0.0025$

SS= $(0.9604) \div 0.0025$

SS=384.16

Where:

SS= Sample Size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M = Margin of Error at 5% (0.05)

SAMPLE COMPOSITION:

Sample composition of the studyhas been ascertained on the basis of ratio method. The researcher identified the number of insured persons of each company as per IRDAI 2018-19 reports and divided 384 (as per Godden's formula) by sum of all companies.

S.No	Name of the Companies	Total Number of Respondents
1	Star Health and Allied Insurance Company Limited	126
2	HDFC ERGO Health Insurance Limited	64
3	Religare Health Insurance Company Limited	68
4	Max bupa health Insurance Company Limited	126
	Total Sample Size	**384**

SAMPLING TECHNIQUES:

The researcher would like to select the sample on the basis of the following sampling techniques-

Judgement sampling: In this, the researcher will choose sample units on the basis of her knowledge and judgment.

Snowball sampling: In this, research participants will be asked to suggest or refer other participants for the proposed study.

SOURCES OF DATA COLLECTION

The data collection for the proposed research will be based on both primary and secondary data.

Primary Data

Primary data will be collected from the respondents with the help of a questionnaire.

Secondary Data

The secondary data would be collected from different sources like companies annual reports, websites of companies and other information related to the study would be collected from library, journal, published papers, books etc.

STATISTICAL TOOLS FOR ANALYSIS:

For data analysis and hypotheses testing the researcher will be applying Regression, ANOVA and other suitable tests as per future requirements.

S. No.	Objectives	Hypotheses	Statistical Tools
1	To study service marketing mix strategies of selected health insurance companies.	There is no significant difference between service marketing mix strategies of selected companies.	ANOVA
2	To analyze the impact of service marketing mix strategies on purchase behaviour of customers.	There is no significant impact of service marketing mix strategies on purchase behaviour of customers.	Regression
3	To evaluate the effect of service marketing mix strategies on post purchase behaviour of customers.	There is no significant effect of service marketing mix strategies on post purchase behaviour of customers.	Regression
4	To suggest an appropriate service marketing mix action plan for selected health insurance companies.	Not Applicable	Based on primary and secondary data analysis

RELIABILITY AND VALIDITY

The test of reliability used by researcher is Cronbach's coefficient alpha (Cronbach's alpha) which will test the consistency of respondents' answers for all the items in the measurement.

PROPOSED OUTLINE OF THE STUDY :

The proposed study will contain the following chapters:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Conceptual Framework and Hypotheses

Chapter 4: Research Methodology

Chapter 5: Data Collection and Analysis

Chapter 6: Results and Discussion

Chapter 7: Conclusions and Directions for Future Research

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